

CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES

Location: ExplorOcean, 600 East Bay Avenue
Wednesday, May 8, 2013 - 4:00 p.m. to 5:30 p.m.

I. Call Meeting to Order

Chair Henn, called the meeting to order at 4:00 p.m. He reported a change in the order of the Agenda noting that after the approval of the minutes, the Committee will hear Item VII.

The following persons were in attendance:

Committee Members:

Michael Henn – Council Member (Chair)
Tony Petros – Council Member
Gloria Oakes – Balboa Peninsula Point Association
Ralph Rodheim – Balboa Village BID Board Member
Laura Keane – Central Newport Beach Community Association
Tom Pollack – ExplorOcean Representative
Jim Stratton – At-Large Representative

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner
Evelyn Tseng, Revenue Manager

II. Public Comment on Non-Agendized Items (comments limited to 3 minutes)

Interested parties were invited to address the Committee on Non-Agendized Items.

There being no one wishing to address the Committee, Chair Henn closed the Public Comments portion of the meeting.

III. Approval of Minutes (Attachment 1)

Recommended Action: Approve April 10, 2013 Minutes

Committee Member Stratton addressed the Parking Program Subcommittee noting the he made previous requests for an inventory of the average number of employees in the BID area and the average occupancy counts for residential units in the mixed-use vertical areas. He stated that the item was not mentioned in the minutes and hoped that staff is working on providing that information.

Chair Henn provided direction to amend the minutes accordingly.

Interested parties were invited to address the Committee on this matter. There was no response and Chair Henn closed public comments.

Committee Member Rodheim moved to approve the minutes of the April 10, 2013 meeting as amended, and Committee Member Stratton seconded the motion; and the motion carried unanimously.

Staff suggested consideration of the items IV and VI in order to allow time to prepare for the presentations under Items V and VII.

IV. ULI Technical Assistance Panel Work Program (Attachment 2)

Recommended Action: Finalize Work Program

Community Development Director Brandt stated the item is included as Attachment 2 of the agenda, that the Façade Subcommittee reviewed it, and offered to respond to questions.

Committee Member Tony Petros noted having participated on previous Urban Land Institute Technical Assistance Panel (ULI TAP) Work Programs and felt that the recommended program characterizes very well what is desired. He stated that he had recommendations to increase the efficiency of the TAP and offered to work with staff to help implement them.

Discussion followed regarding recommendations to eliminate and modify parking requirements, the possibility of including a residential parking permit program, and focusing on the Village within the TAP Work Program.

Ms. Brandt offered to provide background information including the Master Plan and parking strategies, while having the TAP focus on the Village.

Members of the Committee commented positively on the document.

Chair Henn noted that one of the next steps will be to secure funding and offered to work on that issue. Once funding has been secured and the project moves forward, a report on the TAP should be made to the City Council.

Interested parties were invited to address the Committee on this item.

Grace Dove suggested that as part of the information gathering process, the ages of the buildings around Main Street be noted to place the area in context.

Jim Mosher made a correction to the document regarding appointment to the Citizen Advisory Panel.

There being no others wishing to address the Committee, Chair Henn closed public comments for this item.

Item VI was heard at this time.

VI. Parking Meter Technology Overview – Julie Dixon, Dixon Resources Unlimited

Recommended Action: No formal action required.

Julie Dixon, Dixon Resources Unlimited, parking consultant retained to help with the overall parking strategy for the City, reported reviewing the Corona del Mar parking lot as well as the Balboa Pier lot. She reported that a change in technology is being considered and introduced Tim Downey of Central Parking Systems. She discussed the Parking Technology roadmap, making incremental investments in technology, and how the technology relates to the Balboa Village parking strategies.

Mr. Downey provided information regarding his organization, and addressed prior infrastructure upgrades implemented in the City, infrastructure analysis and deployment of twelve pay stations at the Balboa Pier lot. He addressed conversion to an open system, payment options, availability of live support and staffing, ease of use, integration with the current permit program, and details of the license plate recognition (LPR) system. He noted that the LPR will aid in time zone enforcement as well.

Ms. Dixon addressed signage and evaluation of different validation programs.

Discussion followed regarding the importance of validation programs, benefits of the license plate recognition technology, developing an effective and comprehensive sign package, community outreach, definitions of traffic control devices, possible evidence of rights violations, and use and retention of data. Brief discussion followed regarding program implementation, pricing, establishing different parking opportunities, the benefits of gathering data in shaping future policies, and readability of the parking indicators.

Interested parties were invited to address the Committee on this matter.

Jim Mosher inquired regarding the types of payments accepted at the pay stations, the need to anticipate the length of stay and prepay, payment verification, and the citation process.

V. Employee Parking Permit Program – Brian Canepa, Nelson Nygaard (Attachment 3)

Recommended Action: Review and Approve

Deputy Community Development Director Wisneski addressed the need to evaluate the parking program in a comprehensive manner.

Brian Canepa, Nelson Nygaard, presented details of the proposed Employee Parking Permit Program and addressed seasonal fluctuations in the data, use of the LPR technology, managing the number of permits in areas, ensuring pricing competitiveness, peak and off-peak seasons, location of spaces for employee parking, and community outreach and marketing.

It was noted that the area is highly seasonal and that the number of employees fluctuates with the season.

Mr. Canepa addressed permit pricing, plan rates, functionality, enforcement, and monitoring.

Discussion followed regarding a uniform permit pricing over the year regardless of the season, making the process as simple as possible, working in conjunction with the Residential Parking Permit Program (RP3), setting up a construct for public outreach, consideration of remote parking with shuttle service, and the need for further discussion and consideration of the matter. A suggestion was made to have an annual evaluation in order to get input from users and make appropriate modifications.

Ensuing discussion followed regarding scheduling a meeting in June for extensive community education, obtaining feedback, and the system used in the City of Santa Monica.

Discussion followed regarding establishing guidelines to create awareness and allow for input, shifting parking locations, the availability of median spaces during off-peak and peak periods, the need for additional data gathering, complexity of the program, and the need for additional employee parking.

Ensuing discussion followed regarding use of the parking lot at the old City Hall facility, impacts of employee parking on residents, the proposed tiered pricing structure, encouraging this approach for employees by keeping pricing at the low end, and using established standards for assessing need and demand.

Members of the Committee concurred to forego the tiered pricing structure.

Discussion followed regarding the need for regular evaluation of the program, availability of appropriate data, refining the information before proceeding with outreach, the potential need for establishing caps on the number of permits issued, and hours for routine street sweeping. It was mentioned that the Balboa Pier Lot is not busy on Tuesdays, even during the summer, and that the employee parking area should be moved to the Balboa Pier Lot on Tuesdays to avoid conflict with the street sweeping schedule.

Interested parties were invited to address the Committee on this matter. There was no response and Chair Henn

closed public comments for this matter.

Discussion followed regarding scheduling upcoming outreach meetings for property owners, business owners, and residents.

Committee Member Rodheim moved to approve the Employee Parking Permit Program as discussed and amended above, and Committee Member Keane seconded the motion; and the motion carried unanimously.

VII. Parking Field Work Results - Brian Canepa, Nelson Nygaard (Attachment 4)

Recommended Action: No formal action required.

Chair Henn addressed the amount of information available and future presentations of the matter. It was noted that the Parking Subcommittee met prior to the Committee meeting to review the report.

Discussion followed regarding the hours of the day to conduct the survey and it was noted that the residential area does not fill up until 8:00 p.m. or 9:00 p.m. and that the result of the survey does not truly indicate the load capacity of residential parking during off-peak seasons. A proposal was made to conduct an additional survey at 9:00 p.m. before the summer months to obtain accurate data, preferably on a Thursday.

Interested parties were invited to address the Committee on this matter.

Grace Dove suggested considering weather conditions.

Members of the Committee commented positively on the presentation of the information.

Discussion followed regarding clarifying the turnover information, and providing information to the BVAC relative to the RP3 to clarify any misinformation.

VIII. Public Comment (Attachment 5 – Written Correspondence)

Chair Henn noted receipt of written correspondence.

There being no one wishing to address the Committee, Chair Henn closed the Public Comments portion of the meeting

IX. Adjournment

There being no further business to come before the Committee, Chair Henn adjourned the meeting at 5:31 p.m.

Next Meeting Date: Wednesday, June 12, 2013, 4:00 p.m.to 5:30 p.m.